



CITY OF LODI COUNCIL COMMUNICATION

AGENDA TITLE: Adopt Resolution Approving Allocating Start-up Funds to Project Lodi Art's Sidewalk Mosaic Medallion Design Competition (\$5,000)

MEETING DATE: October 1, 2008

PREPARED BY: James M. Rodems

RECOMMENDED ACTION: Adopt resolution approving start-up funds to Project Lodi Art's Sidewalk Mosaic Medallion Design Competition in the amount of \$5,000.

BACKGROUND INFORMATION: Members of Lodi's arts organizations, the Lodi Art Advisory Board and the Lodi Arts Commission, have devised a way to incorporate public art into City parks, playgrounds and other open spaces, such as sidewalks, into functional, low-or no-maintenance and permanent works of art.

The Lodi Art Advisory Board voted on August 27, 2008 to support a program called Project Lodi Art to accomplish that goal. The first project is a design contest, then creation and installation of 24 mosaic medallions that will be installed in new sidewalks as part of the East Lodi Avenue renovation project schedule to begin in 2009. The \$5,000 in start-up funds would come from the Art in Public Places impact fee fund.

FISCAL IMPACT: \$5,000 start up funds, due to the durability of materials, maintenance should be minimal.

FUNDING AVAILABLE: As of September 17, 2008, estimated funds available in the Art in Public Places budget, account # 01214, is \$145,592.


Kirk Evans, Budget Manager


James M. Rodems
Community Center Director

JMR/da

APPROVED: 
Blair King, City Manager

RESOLUTION NO. 2008-199

A RESOLUTION ~~OF~~ THE LODI CITY COUNCIL APPROVING
ALLOCATING START-UP FUNDS TO PROJECT LODI ARTS
SIDEWALK MOSAIC MEDALLION DESIGN COMPETITION

WHEREAS, members of Lodi's arts organizations, the Lodi Art Advisory Board and the Lodi Arts Commission, have devised a way to incorporate public art into City parks, playgrounds, and other open spaces, such as sidewalks, into functional, low/no maintenance, permanent works of art; and

WHEREAS, the Lodi Art Advisory Board voted on August 27, 2008, to support a program called Project Lodi Art to accomplish that goal; and

WHEREAS, the first project is the design contest, then creation and installation of 24 mosaic medallions that will be installed in new sidewalks as part of the East Lodi Avenue renovation project scheduled to begin in 2009.

NOW, THEREFORE, BE IT RESOLVED that the Lodi City Council does hereby approve the allocation of start-up funds to Project Lodi ~~Art's~~ Sidewalk Mosaic Medallion Design Competition in the amount of \$5,000, which would come from the Art in Public Places impact fee fund.

Dated: October 1, 2008


I hereby certify that Resolution No. 2008-199 was passed and adopted by the City Council of the City of Lodi in a regular meeting held October 1, 2008, by the following vote:

AYES: COUNCIL MEMBERS – Hansen, Hitchcock, Johnson, and
Katzakian

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – Mayor Mounce

ABSTAIN: COUNCIL MEMBERS – None


JENNIFER M. PERRIN
Assistant City Clerk

Functional Art in Public Spaces



A Lodi “COMMUNITY” Project

Presented by:

J. Mark Hamilton, Lodi Arts Commissioner

PROJECT LODI



TEAM MEMBERS TO DATE

Diane Amaral	City Staff
Kim Bell	Teacher
Ben Burgess	Lodi Arts Commission
Mark Hamilton	Lodi Arts Commission
Cathy Metcalf	Lodi Arts Commission
Maggie Talbot	Lodi Arts Commission
Eileen St. Yves	Lodi Improvement Committee
TBD	Recreation Commission

Art in Public Spaces

The Goals....

- Foster community involvement with public art projects
- Reawaken and promote neighborhood identity and pride
- Engage community members and reinforce cultural awareness and identity



Art in Public Spaces

The Goals....

- **Facilitate a partnership** that brings together stakeholders from public agencies and community organizations
- **Facilitate public involvement** in the design and implementation phases of a project with the potential of discovering common ground and a common cause





If you put our glasses on

PROJECT LODI





PROJECT LODI

A R T



Benefits of Community Created Art in Public Spaces

- Preserve and enrich Lodi's environmental quality
- Promote public participation in creation of and interaction with playground artwork
- Expand access to public art for residents and visitors
- Regional/National PR opportunities



Art in Public Spaces The Opportunity

- Specific public play spaces need upgrading
 - Four play spaces identified
 - North Lodi Lake – Ron Williamson “youth” Area
 - Candy Cane Park
 - Emerson Tot Lot
 - English Oaks North



Art in Public “Play” Spaces

The Challenge/Opportunity

- Lodi Skate Park needs upgrading
 - New Deck Surface - BMX/Skater Challenge
 - The 85% Maintenance Budget Challenge
 - Option B: Upgrade to “Low Maintenance” concrete
 - Option C: Add Permanent Artwork Features to reduce vandalism
 - Option D: Reconfigure To Something New



The Challenge/Opportunity

Replace Traditional Playground Equipment

- Useful Life – Historically about 10 years
- Cookie Cutter – Every playground has them



Or....Functional Playground Artwork As Part of the Upgrades



Permanent Low/No Maintenance

Useful Life 30 Years +

Art in Public “Play” Spaces The Opportunity

- Community Support for Functional Play Space Art
 - Functional and Safe Play Spaces high on the list
 - Low or no maintenance projects will save money
 - New funding sources and resources
 - Community created projects
 - HSS AiPPs Programs
 - School AiPPs Programs





Stake Holders - Participants

- Lodi Parks and Recreation Department
- Division of Arts & Culture - Hutchins Street Square
- Lodi Public Works Department
- Neighborhoods that surround play grounds
- Private School Art Programs
- Boys and Girls Club
- Neighbors

Lodi Commissions

- Lodi Arts Commission
- Recreation Commission
- Art Advisory Board
- Lodi Improvement Committee



What's In It For Us?

- Unique artistic Permanent play structures
- Unique Permanent Low Maintenance Art
- Turn upgrades into community/neighborhood Art projects

- **Resulting in a community sense of ownership**

“The final purpose of art is to intensify, to exacerbate, the moral consciousness of people”

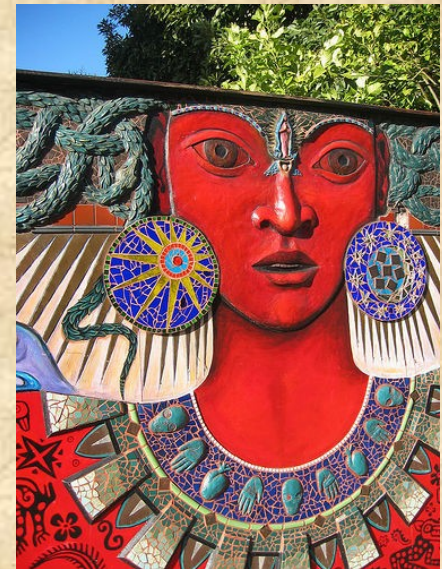
– Norman Mailer



Public Spaces Projects

- 2009 Project Goals
 - Two Projects
 - One public walkway project
 - One public play space project

Entry Preference
“Lodi Residents”



Art in Public Spaces Project #1

- Public Space Being Improved
 - East Lodi Avenue Project
 - Side Walk Mosaic Medallion Project (24)



Art in Public Spaces Project #1

- Design Contest (Under Way)
 - Free and Open to All
 - Schools
 - Boys and Girls Clubs
 - Neighborhood Groups
 - Individuals



Art in Public Spaces Project #1

- Mosaic Workshop (Winter 2009)
 - Free and Open to All
 - Schools
 - Boys and Girls Clubs
 - Neighborhood Groups
 - Individuals



Funding

Multiple Funding Sources

Existing Park Upgrade Budget

Art in Public Places Fund

Business Community Sponsorships

Community Service Organizations

Community Fund Raisers

Logo Wear Sales

Art Events

Other Events



Funding

- **Winning Entry's used as artwork for:**
 - Logo Wear Sales (T-shirts, Hats, Bags, etc.)
 - Posters, Advertising
 - Other Logo Items
- **Net Proceeds Will Fund**
 - AiPP Approved Projects
 - Future community play space art projects
 - Future Div. of A&C Projects for play/public spaces



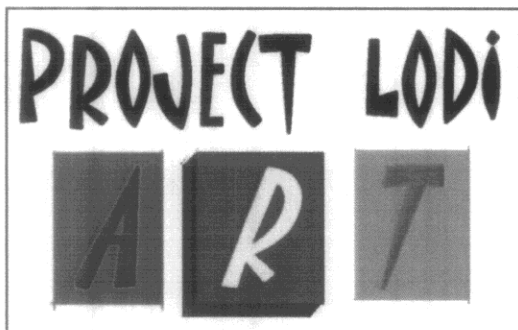


Request
\$5000.00
Project Start
Up From
AiPP Funds









SIDEWALK ART DESIGN COMPETITION

Open to All
Lodi Residents

24 Winning Designs!

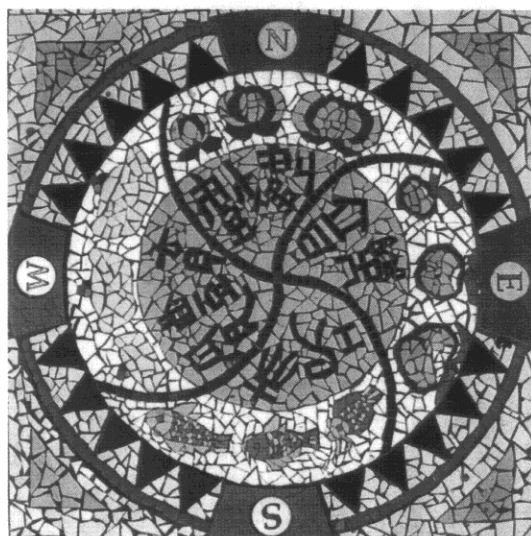
The City of Lodi will use the 24 winning Mosaic Designs for permanently installed sidewalk medallions as part of the East Lodi Avenue Improvement Project.

Entry Forms with details are available at:
Hutchins Street Square
Lodi Library
City Hall
Parks and Recreation
Boys and Girls Club
or online at www.hutchinsstreetsquare.com

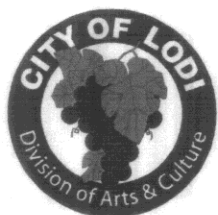
For more information contact:

J. Mark Hamilton 209.405.0212
jmarkhamilton@gmail.com

Diane Amaral 209.333.5511
damaral@lodi.gov



Sample from Vancouver BC



Design Competition is free and open to all Lodi residents of all ages

Design content must celebrate Lodi's diverse cultural heritage.

Designs may be submitted by an individual or a group.

Of the winning 24 designs, Project Lodi Art will adopt 1 of the designs for this year's logo. Additionally, prize winning designs will appear on materials such as t-shirts, coffee mugs for future fund-raising events for Art in Lodi Play Spaces.

PROJECT LODI ART

SIDEWALK MOSAIC MEDALLION DESIGN COMPETITION

COMPETITION INFORMATION

1. The Sidewalk Mosaic Design content must celebrate Lodi's diverse cultural heritage.
2. The Sidewalk Mosaic Design Competition is free and open to all Lodi residents of all ages.
3. Sidewalk mosaic designs may be submitted by an individual or a group.
4. Mosaics will be created from winning designs by community volunteers and installed at 24 street corner locations throughout the East Lodi Sidewalk Improvement Project.
5. The 24 winning sidewalk design drawings will be selected by the Project Lodi Art Committee.
6. Of the 24 winning designs, 1 design will be adopted as the Project Lodi Art logo.
7. Winning designs will appear on fundraising materials such as T-shirts and other items that will be used to raise funds for future Art in Lodi Play Spaces.
8. All selected designs will be displayed on the first Friday in December at Hutchins Street Square for public viewing. The grand prize winner will be announced at that time.
9. All winning designs will be used as templates for community mosaic art projects. Selected artists will be encouraged to participate in the creation of the final mosaic sidewalk medallion. Approved materials will be provided for each project.
10. Plaques will be placed next to the sidewalk mosaics to represent the artist or group submitting the winning design as well as any sponsorship received from the community to assist in the expense of installing the mosaics.
11. Mosaic classes will be held at Hutchins Street Square for participating artists and community volunteers on the art of mosaic tile installation. Dates and times to be announced.

COMPETITION REQUIREMENTS

1. All design drawings or other media must be original and created by the individual and/or group submitting the design.
2. Designs may not contain logos of any businesses, groups or other organizations.
3. Designs must be submitted in color and to scale using to a scale size of 28" x 28"
4. Designs must be adaptable to mosaic style; details cannot be too small to translate to mosaic format. Mosaic samples can be seen on the following web site: <http://mosaicartsource.wordpress.com/2006/12/15/vancouver-sidewalk-mosaics/>
5. Designs may be any shape (medallion, square, or triangle) but must fit in the 28" x 28" format.
6. Designs may include suggested mosaic materials be used, e.g. tiles, colored glass, granite, etc.

COMPETITION DEADLINES

1. All design submissions must be received by the Lodi Art Coordinator's office located at Hutchins Street Square by Monday November 3, 2008 and must be accompanied by the attached Sidewalk Mosaic Design Competition Entry Form.
2. The creators of the winning designs will be contacted Monday November 17, 2008.
3. Lodi Public Works has scheduled The East Lodi Avenue Sidewalk Improvement Project to begin in January of 2009.
4. Mosaic installation schedule and location assignments for the 24 designs will be announced as soon as they are available.

PROJECT LODI ART
SIDEWALK MOSAIC DESIGN COMPETITION
ENTRY FORM

Design Created by _____

Contact Information:

Name _____

Address _____

City, State, Zip Code _____

Home Phone _____ Cell Phone _____

e-mail address _____

Design Title: _____

Brief summary of the design and how it depicts or represents Lodi's diverse cultural heritage:

Are you or your group willing to volunteer to work on the installation of the mosaic designs whether or not your design is one of the 24 chosen? Yes _____ No _____

Additional Comments/Suggestions: _____

Contact Information:

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